



News Release

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West Valley City First Lady Karyn Winder Kicks off “First Ladies Fight Back” Initiative

West Valley City – In a push to educate the community and increase breast and cervical cancer screenings, the Utah Department of Health (UDOH) and the Utah Cancer Control Program (UCCP) recently launched the “True Beauty” campaign and Web site (<http://women.health.utah.gov>). As part of the campaign, UDOH and UCCP created the “First Ladies Fight Back” initiative, a statewide effort involving female mayors of Utah cities as well as wives of Utah mayors. Together, they’ll help educate women on the importance of getting screened, and emphasize that free screening services are available at more than 45 locations statewide.

Karyn Winder, wife of West Valley City Mayor Mike Winder, will kick off the first of the First Ladies events on May 5, 2010 at the Utah Cultural Celebration Center (West 3100 South in West Valley) from 7-8 p.m. The event is free to the public and will feature a guest speaker and free mini-makeovers by Premier Hair Academy.

“I’m thrilled to be part of this campaign, and I hope the women in our community will join me for this important event,” Winder said. “We want to remind all women that mammograms save lives and are the best way to detect breast cancer in its earliest, most treatable stage.”

Other mayors and mayors’ wives who have agreed to join the campaign and educate women in their communities include Mayor Natasha Madsen of Manti, Mayor Connie Tatton of Midway, Linda Dolan, wife of Sandy Mayor Tom Dolan, and Laura Adams, wife of Clinton Mayor Mitch Adams.

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